

**ABSTRACT OF THE DISCLOSURE**

An apparatus and method for effectuating an affiliated marketing relationship, including a database, a receiver for receiving a query regarding an available advertisement space, advertisement rate, commission, referral fee, or term or condition of an advertisement offering, offered by at least one content provider, wherein the query is transmitted from a communication device or computer associated with a merchant, a processing device for processing the query and generating a message in response to the query, wherein the message includes information regarding at least one of an advertisement space, advertisement rate, commission, referral fee, or term or condition of an advertisement offering, offered by at least one content provider, and a transmitter for transmitting the message to the communication device or computer associated with the merchant in response to the query.